

# *boomer* **BreakThrough**<sup>TM</sup>

*To Your Second Act. Carpe Diem!*

[www.boomerbreakthrough.com](http://www.boomerbreakthrough.com)

*Dedicated to inspiring Baby Boomers to explore their purpose, passion  
and productivity for their “Encore” life of meaning and value.*

Encore  
Network

*An Initiative in Broward County*

# *Thank you!*



*Partnering with*

*To WIN a Quality of Life Grant*

**“Baby Boomers: What’s Next for YOU?”**

*Conference on November 4, 2016*



*boomer*  
**BreakThrough™**  
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# ***Who are Baby Boomers?***

**Baby Boomers** are those who were born the beginning **1946** through **1964**

**Now Ages 52 to 70**

*It is the second largest generation now living in USA - 74.9 million.*

# ***Baby Boomers Population (2015)***

	Boomer Population	% of Total Population
<i><b>Broward County</b></i>	409,197	23.63
<i><b>Town of Davie</b></i>	21,267	21.94

# ***Redefining your Second Half***

- **70%** of adults over 50 plan on working into their retirement years.
- **39%** want to work part time past age 65.
- **30%** of Boomers have started their own business.
- **50%** want to work at something that benefits their community that has meaning and purpose for them.



# **OUR CALL TO ACTION**

## ***Let's Break Through to:***

- **Full-time or part-time (projects/not jobs)**
- **Use a new skill**
- **Jobs in different industry**
- **Become an Entrepreneur**
- **Volunteer**





# ***First Phase of The Initiative***

- **Raising awareness of all stakeholders – Boomers, nonprofits, municipalities, and corporations**
- *Presentations, interviews, workshops, conferences, social media – Facebook, Twitter, blogs*
- **Offering workshops and discussion groups for Boomers**

# *Quality of Life Award Objectives*

- 1. Initiate a Town of Davie infrastructure to connect Baby Boomers to Civic Engagement**
- 2. Present a conference with NSU research to introduce a new paradigm of aging and meaningful civic engagement.**



***November 4, 2016  
Conference at NSU***



**BABY  
BOOMERS:**

**WHAT'S  
NEXT  
FOR *YOU*?**

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# Conference

## November 4, 2016 – NSU Campus

- *Keynote: Chris Farrell, author of **UNRETIREMENT: How Baby Boomers are Changing the Way We Think About Work, Community and the Good Life.***
- *4 concurrent sessions: Boomer Entrepreneurs, Art of Living Longer, Health Maximizing, and Finding Your Passion.*



# Conference

## November 4, 2016 – NSU Campus

- **Exhibition:**
  - *OPPORTUNITIES* - nonprofits and Davie government
  - *RESOURCES* - organizations offering services for creating a fulfilling Encore life
- **Lunch**



# *Please Help*

## **Promote the November 4 Conference to your Baby Boomer Constituents**

- Bring it up in conversations
- Write about it in your updates and blogs
- Ask your assistant to email marketing materials we will provide



# *It's a Wrap*

- **Boomer BreakThrough is for all of Broward County**
- **The Conference is for the Town of Davie and Surrounding Communities**
- **Consider this similar to an economic development grant**
- **Your personal efforts to market the conference are essential.**

**THANK YOU!**



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**Friday, November 4, 2016**

**8:30am – 1:30pm**

On the campus of **Nova Southeastern University**

***Register Now at:***

*[boomerbreakthrough.eventsmart.com/events/baby-boomers/](http://boomerbreakthrough.eventsmart.com/events/baby-boomers/)*

***Pre-registration encouraged!***

***Early bird: \$40 | Regular: \$45***

Event includes lunch, 4 concurrent speakers, and  
an exhibition of **"Opportunities"** and **"Resources."**

For more information, contact:

**[kitty@boomerbreakthrough.com](mailto:kitty@boomerbreakthrough.com)**

Watch for update on:

**[www.boomerbreakthrough.com](http://www.boomerbreakthrough.com)**

***Keynote Speaker: Chris Farrell, author of "UNRETIREMENT"***



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